

## **I. Introduction:**

Good Afternoon, on behalf of Intertek we want to thank AQSIQ and the CPSC for the opportunity to join in this Safety Summit and to contribute to its crucial mission.

While our respective organizations may differ in our charter and roles in the open market, we are all attached by the common thread of safeguarding consumers, property and the environment through the manufacture and distribution of safe products to the marketplace.

## **II. Cooperation of Powerful Allies:**

Collectively, UL, CSA, and Intertek bring to bear hundreds of years of testing and certification experience.

Intertek also possesses a depth of experience in global product liability, risk management, country scheme development, and supplier and product inspections.

## **III. The Genesis of a Revolution:**

China is amid change never seen in history.

Changing certification schemes.

Open trade.

Proliferation of manufacturing and rapid economic development.

These, among others, have China and its trading partners struggling with issues of consistent and accountable product safety, mitigation of product risk and liability, market education, while also fostering effective market entry.

Mitigating risk to consumers as well as the liability of product developers and distributors is imperative for the continued propagation of the Chinese market and those who rely on it as a market of opportunity.

As we see it, imperative to the success of the Chinese market and its trading partners is the ability to foster an environment in which trade of safe and quality products may flourish. To that end, collectively we must partner to do the following:

- a) explore ways of better aligning global conformity schemes;
- b) analyze and construct methods for risk analysis and management which aligns with current market dynamics;
- c) investigate and implement global systems that better enable the visibility and traceability of un-tested, non-certified and potentially unsafe products;
- d) educate consumers to create awareness of product safety, and educate manufacturers on the fundamentals of risk-based engineering in an attempt to enhance product quality, safety and acceptance among target retailers.

#### **IV. Evolution of a Revolution:**

Today, globally there is a great span of standards and conformity assessment schemes that share the common goal of safeguarding consumers, property and the environment from unintentional harm.

At the same time, the open nature of these schemes minimize barriers and foster expeditious trade of safe, quality products.

Mature and open markets such as North America and Europe, for example, maintain different conformity assessment schemes but each protects and cooperates to provide effective market access.

Case in point, today a kitchen appliance may be tested in our Shanghai, Stockholm or San Francisco facilities for both North America and European market entry.

Open and aligned certification schemes which make for the exchange of test data, the forging of national agreements, and acceptance of follow-up inspections by local representatives, provide for increased turnaround time and market access for manufacturers and retailers.

This does not imply a recommendation to eliminate or change product safety requirements. But it does advocate the discussion for "one test" which provides access to global markets.

New methodologies and tactics for risk analyses and management which address current market dynamics in China and between its trading partners should be investigated by the testing and certification industry and leading organizations, such as AQSIO and the CPSC.

These approaches must have the goal of better serving the manufacturer and the public in the provision of safer, higher quality products.

It's proven that methods which analyze risk and address safety very early in the product development process ensure a higher level of protection.

These methods and services which incorporate risk-based product evaluations lower the frequency of mishaps and thereby lower the overall liability and risk to retailers and manufacturers.

Currently each testing and certification organization maintains individual systems for the tracking of tested and certified products. These individual procedures and tools should be reviewed by the testing and certification industry to ensure they're providing fast, intuitive and open traceability of certified products and identification of non-certified products.

Such systems could play a pivotal role in the identification and ultimately curtailing the proliferation of counterfeit and unsafe products.

With government agencies we must partner to identify counterfeit products to ensure public safety and public trust in certification marks.

With retailers and importers we must partner to devise the tools that will provide them with the visibility of products that are tested, certified and safe, versus those that are not.

With manufacturers we must partner to raise the level of awareness and importance of risk-based design concepts to enhance public safety and reduce supply-side liability.

And we must all partner to communicate and build awareness among consumers for product safety.

## **V. In Closing:**

China and its trading partners today are afforded great opportunity. But with it comes monumental responsibility.

We must build on the systems that allow for the spread of safe products.

We must also focus on the testing and certification schemes and partnerships that foster trade.

Essential safety is our goal. And success will be assured through open dialogue, such as this Safety Summit, global partnerships, and cooperation between testing and certification organizations, governments and the private sector. .

Thank you for your time today.

# Sino-U.S. Safety Summit Beijing, China

Gregg Tiemann  
President ETL SEMKO Americas  
August 30, 2005

# Safety is Number One

- Shared mission of safeguarding consumers, property and the environment
- Cooperation of Powerful Allies
  - Intertek, UL, and CSA possess hundreds of years of collective experience in testing and certification expertise

# Keeping Pace with Rapid Growth

- China: A truly revolutionary transformation
  - Changing certification schemes
  - Open trade
  - Proliferation of manufacturing and economic development
- Fostering an environment in which trade of safe and quality products will flourish
  - Explore ways of better aligning global conformity schemes
  - Analyze and construct methods for risk analysis and management
  - Implement global systems that better enable the traceability of un-tested, non-certified and potentially unsafe products
  - Educate consumers and manufacturers

# Alignment of Global Schemes

- Wide range of existing conformity assessment schemes and standards
- Mature markets such as North America and EU have individual models, but cooperate to promote free trade and market access
- Work toward aligned certification schemes
  - Increase turnaround times and market access
  - Implement “One test, global markets” model

# New Approaches to Risk Analysis

- More complex, risk-based strategies to support a holistic approach to product safety
  - New methods and tactics to be investigated by testing and certification organizations (Intertek, UL, CSA) as well as industry organizations (AQSIQ, CPSC)
  - Analyze risk and address safety early in product development process
  - Goal is to deliver safer, higher quality products to the public
  - Reduce overall liability and risk to retailers and manufacturers



# Systems for Traceability and Visibility of Non-Certified Products

- Develop an enhanced system of identification for tested and certified products
  - Currently, each testing organization has own method of listing
  - Ensure fast, intuitive, open system of identification
  - Vital in curtailing the proliferation of counterfeit marks and unsafe products

# Education

- Testing organizations must be a partner and ally in affecting change and educating all parties
  - Partner with government agencies to identify drivers of counterfeiting industry
  - Coordinate with retailers and importers to devise a system of visibility so they know which products are safe and those that are not
  - Continue to work with manufacturers to raise the level of awareness and to reinforce the importance of a risk-based policy to product safety
  - Reach out to consumers and build awareness and vigilance for product safety

# Future Filled With Opportunity

- With every opportunity comes responsibility
  - Safety is the ultimate goal
  - Build on existing systems that allow for the open flow of safe products
  - Develop or enhance testing and certification schemes that foster trade
  - Maintain open dialogue, partnerships and cooperation among testing and certification organizations, governments and manufacturers